YUKON RETAIL SALES
December 2010

1 Monthly Retail Sales, Yukon *(not seasonally adjusted)*

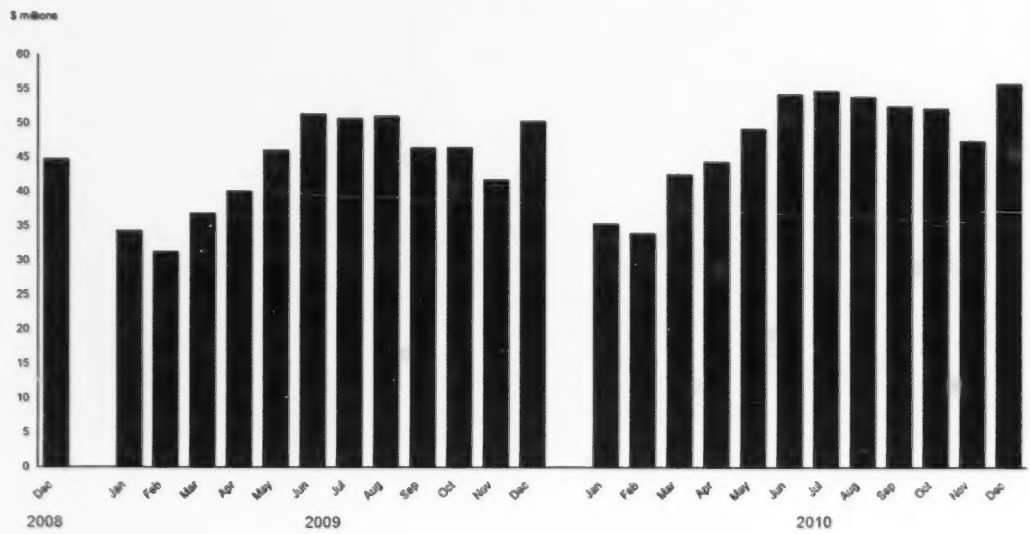
- **Total preliminary retail sales in Yukon for December 2010 were a record monthly high $55,828,000**
- **The December 2009 figure was.....$50,280,000**
- **As a percentage, the increase was.....11.0%**

Preliminary unadjusted estimates of Yukon retail sales for December 2010 increased 11.0% from figures for December 2009. Canada's retail sales were up 5.1% over the same time period.

On an annual basis, preliminary retail sales in Yukon totalled a record high $576,387,000 in 2010; an increase of $49,734,000, or 9.4% compared to 2009.

Retail sales in Yukon follow a seasonal trend with higher sales during the summer months and lower sales in the winter. The month of December is the exception, with strong retail sales during the Christmas season.

Yukon Monthly Retail Sales
December 2008 to December 2010



2 Yukon Retail Sales *(not seasonally adjusted)*

	Monthly Sales ($000,000)	Change from Previous Month (%)	Change from Same Month One Year Before (%)	Year-to-Date Total Sales ($000,000)	Change from Year-to-Date One Year Before (%)
2010 Dec (p)	55.8	17.6	11.0	576.4	9.4
Nov (r)	47.5	-9.1	13.6	520.6	9.3
Oct	52.2	-0.7	12.4	473.1	8.9
Sep	52.6	-2.5	13.1	420.9	8.4
Aug	53.9	-1.5	5.6	368.3	7.8
Jul	54.7	0.9	7.9	314.4	8.2
Jun	54.2	10.2	5.7	259.6	8.2
May	49.2	10.9	6.9	205.4	8.9
Apr	44.4	4.3	10.7	156.2	9.6
Mar	42.5	25.3	15.4	111.8	9.2
Feb	34.0	-3.9	8.6	69.3	5.7
Jan	35.3	-29.7	3.1	35.3	3.1
2009 Dec	50.3	20.4	12.3	526.7	-1.5
Nov	41.8	-10.1	5.4	476.4	-2.7
Oct	46.5	0.0	2.7	434.6	-3.4
Sep	46.5	-9.0	-1.6	388.1	-4.1
Aug	51.1	0.7	1.3	341.7	-4.4
Jul	50.7	-1.2	-5.2	290.6	-5.4
Jun	51.3	11.5	0.8	239.9	-5.4
May	46.0	14.9	-7.5	188.5	-7.0
Apr	40.1	8.7	-6.4	142.5	-6.8
Mar	36.9	17.8	-6.2	102.4	-7.0
Feb	31.3	-8.7	-11.5	65.6	-7.4
Jan	34.3	-23.4	-3.3	34.3	-3.3
2008 Dec	44.8	12.9	-5.5	534.5	6.3

(p)—Preliminary figures (r)—Revised figures

In December 2010, the unadjusted preliminary retail sales figure in Yukon ($55,828,000) increased 17.6% from the revised figure for November '10 ($47,476,000). Sales increased 20.4% from November to December '09 and increased 12.9% from November to December '08.

On an annual basis (Jan-Dec), preliminary retail sales in Yukon for 2010 totalled $576,387,000. This is an increase of 9.4% over the annual retail sales in 2009.

3 Yukon Monthly Retail Sales by NAICS *(not seasonally adjusted)*

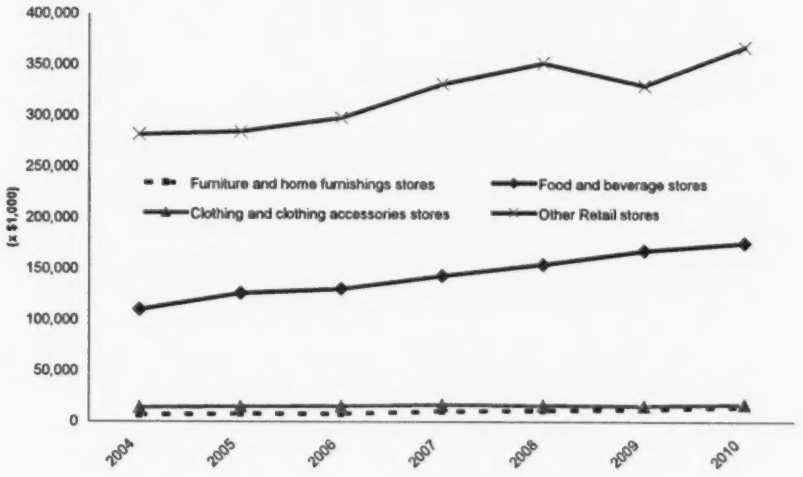
	Total Sales	Furniture & home furnishings stores	Food and beverage stores	Clothing and clothing accessories stores	Other Retail Stores*
	$000s				
2010 Dec (p)	55,828	1,297	16,855	2,599	35,077
Nov (r)	47,476	1,358	14,156	1,548	30,414
Oct	52,222	1,685	14,662	1,642	34,233
Sep	52,565	1,498	14,895	1,695	34,477
Aug	53,910	1,273	15,788	1,509	35,340
Jul	54,737	1,405	17,296	1,450	34,586
Jun	54,244	1,074	15,690	1,484	35,996
May	49,204	1,092	14,833	1,403	31,876
Apr	44,361	1,222	14,170	1,308	27,661
Mar	42,542	1,149	13,480	1,140	26,773
Feb	33,961	772	11,659	894	20,636
Jan	35,337	1,171	12,391	839	20,936
2009 Dec	50,280	1,173	16,378	2,160	30,569

(p)—Preliminary figures (r)—Revised figures

4 Yukon Annual Retail Sales by NAICS *(not seasonally adjusted)*

	Total Sales	Furniture and home furnishings stores	Food and beverage stores	Clothing and clothing accessories stores	Other Retail Stores*
			$ 000s		
2010 (p)	576,387	14,996	175,875	17,511	368,005
2009	526,653	12,364	168,276	15,834	330,179
2008	534,455	11,476	154,846	16,231	351,902
2007	502,655	10,518	143,611	16,874	331,652
2006	452,543	8,001	130,775	15,482	298,285
2005	434,688	8,018	126,522	15,391	284,757
2004	413,285	6,881	110,363	14,256	281,785

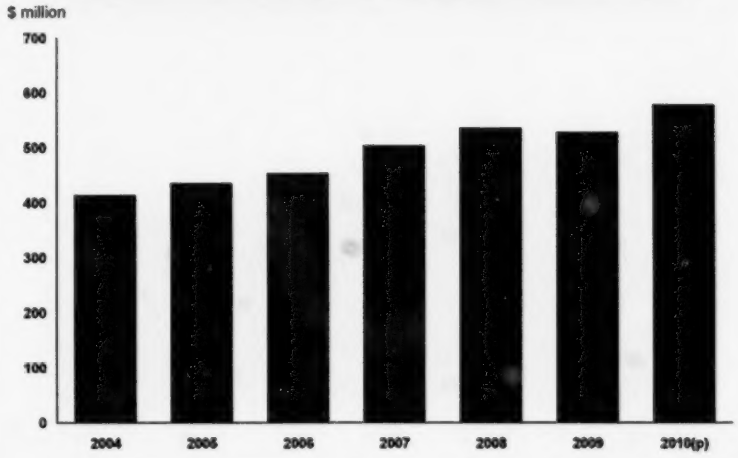
Retail trade by NAICS, 2004-2010
(Not seasonally adjusted)



5 Retail Trade Survey Information

Retail sales figures obtained from surveys and GST remittances are a key monthly indicator of consumer purchasing patterns in Canada. Furthermore, retail sales are an important component of the Gross Domestic Product, which measures Canada's production, and are part of many economic models used by public and private agencies. The Bank of Canada relies partly on monthly retail sales estimates when making decisions that influence interest rates. Businesses use retail sales estimates to track their own performance against industry averages and to prepare investment strategies.

6 Yukon Retail Sales *(not seasonally adjusted)*
Annual Estimates, 2004 to 2010



During the past 7 years, annual retail sales in Yukon have ranged from a low of $413,285,000 in 2004 to a (preliminary) record high of $576,387,000 in 2010. The largest percentage increase in sales over the previous year occurred in 2007 when sales were up 11.1% over sales in 2006. The only decrease in sales occurred in 2009, when sales fell by 1.5% compared to 2008.

	Yukon		Canada	
	Retail Sales ($million)	% change from previous year	Retail Sales ($million)	% change from previous year
2010 (p)	576.4	9.4	436,524.3	5.1
2009	526.7	-1.5	415,413.4	-2.9
2008	534.5	6.3	427,895.9	3.7
2007	502.7	11.1	412,565.3	5.9
2006	452.5	4.1	389,459.5	6.4
2005	434.7	5.2	365,994.1	5.6
2004	413.3	..	346,454.6	..

* 'Other Retail Stores' is equal to total sales minus the NAICS categories listed. 'Other Retail Stores' includes *Motor Vehicle and Parts Dealers; Electronics and Appliance Stores*; *Building Material and Garden Equipment and Supplies Dealers; Health and Personal Care Stores*; *Gasoline Stations; Sporting Goods, Hobby and Music Stores; General Merchandise Stores; and Miscellaneous Store Retailers*, which are not released separately by Statistics Canada due to confidentiality restrictions.

Please note that after this release (with December 2010 information) this publication will be released on annual basis. The monthly information contained in this publication will be included in the Monthly Statistical Review (http://www.eco.gov.yk.ca/stats/monthlyreview.html).

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